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PATENT, TRADEMARK AND COPYRIGHT LAW  
AND RELATED FEDERAL AND ITC LITIGATION



DOCKET NO: 7791-0123-25 CONT

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

RE: U.S. Application  
Serial No: 09/619,134  
Filed: July 18, 2000  
Group: 2761  
Inventor: LARRY J. DAY, ET AL.  
For: TARGETED MARKETING AND PURCHASE  
BEHAVIOR MONITORING SYSTEM.

SIR:

Attached hereto for filing are the following papers:

**REVOCATION AND NEW APPOINTMENT OF POWER OF ATTORNEY  
37 CFR 1.33 SPECIFICATION OF CORRESPONDENCE ADDRESS**

Our check in the amount of \$ 0.00 is attached covering any required fees. In the event that any variance exists between the amount enclosed and the Patent Office charges for filing the above-noted documents, including any fees required under 37 CFR 1.136 for any necessary Extension of Time to make the filing of the attached documents timely, please charge or credit our Deposit Account No. 15-0030. Further, if these papers are not considered timely filed, then a petition is hereby made under 37 C.F.R. 1.136 for the necessary extension of time. A duplicate copy of this sheet is attached.

Respectfully submitted,

Richard A. Neffeld  
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Attorney of Record



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Docket No. 7791-0123-25 CONT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

IN RE APPLICATION OF: LARRY J. DAY, ET AL.

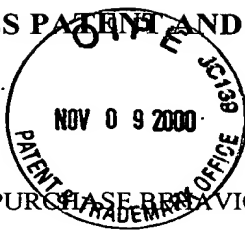
SERIAL NO: 09/619,134

FILING DATE: July 18, 2000

FOR: TARGETED MARKETING AND PURCHASE BEHAVIOR MONITORING SYSTEM

GAU: 2761 (ANTICIPATED)

EXAMINER: POINVIL, F. (ANTICIPATED)



**REVOCATION AND NEW APPOINTMENT OF POWER OF ATTORNEY**

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

SIR:


The undersigned representative of Catalina Marketing Corporation, owner by virtue of assignment of the above-identified application, hereby revokes any and all previous Powers of Attorney and appoints Norman F. Oblon, Reg. No. 24,618; Marvin J. Spivak, Reg. No. 24,913; C. Irvin McClelland, Reg. No. 21,124; Gregory J. Maier, Reg. No. 25,599; Arthur I. Neustadt, Reg. No. 24,854; Richard D. Kelly, Reg. No. 27,757; James D. Hamilton, Reg. No. 28,421; Eckhard H. Kuesters, Reg. No. 28,870; Robert T. Pous, Reg. No. 29,099; Charles L. Gholz, Reg. No. 26,395; William E. Beaumont, Reg. No. 30,996; Jean-Paul Lavalleye, Reg. No. 31,451; Stephen G. Baxter, Reg. No. 32,884; Richard L. Treanor, Reg. No. 36,379; Steven P. Weihrouch, Reg. No. 32,829; John T. Goolkasian, Reg. No. 26,142; Richard L. Chinn, Reg. No. 34,305; ~~Steven E. Lipman, Reg. No. 30,811~~; Carl E. Schlier, Reg. No. 34,426; James J. Kulbaski, Reg. No. 34,648; Richard A. Neifeld, Reg. No. 35,299; J. Derek Mason, Reg. No. 35,270; Surinder Sachar, Reg. No. 34,423; Jeffrey B. McIntyre, Reg. No. 36,867; William T. Enos, Reg. No. 33,128; Michael E. McCabe, Jr., Reg. No. 37,182; Bradley D. Lytle, Reg. No. 40,073 and Michael R. Casey, Reg. No. 40,294 as Assignee's attorney with full power of substitution and revocation, to prosecute said patent application, receive any Letters Patent and to take any and all other actions with regard to this patent application and any Letters Patent issuing thereon, and request that all correspondence be sent to the firm of OBLON, SPIVAK, MCCLELLAND, MAIER & NEUSTADT, P.C. whose post office address is: Fourth Floor, 1755 Jefferson Davis Highway, Arlington, Virginia 22202.

**CERTIFICATION UNDER 37 C.F.R. 3.73(b)**

I, the undersigned, certify that I am an individual empowered to act on behalf of Catalina Marketing Corporation, the assignee of the entire right, title and interest of the above-identified application by virtue of an assignment from the inventor(s)

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

\_\_\_\_\_  
Date Signed

  
\_\_\_\_\_  
John J. Halak  
Vice President - Legal Affairs